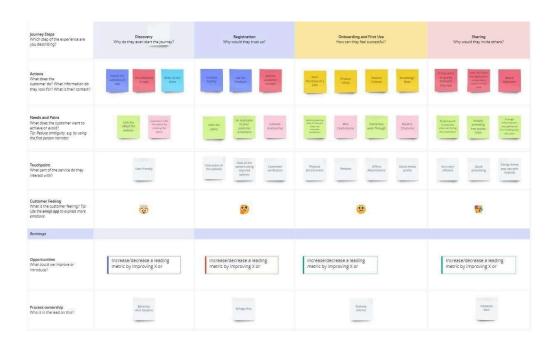*This is the journey of a*

Game-Changer

...hangers are people who introduce new ...s to their organizations. They want inspire ...to co-create and innovate together.

...re their key goals and needs?

| ...eeping ...ainter to ...tify the ...species | Give the exact species name | High resolution quality |

...o they struggle with most?

| ...imited ...ber of ...e trials | Most ads on the website | Processing takes a lot of time |

...asks do they have?

| ...orrect ...rmation | Correct Information | Easy Access |

Journey Steps Which step of the experience are you describing?	**Discovery** Why do they even start the journey?	**Registration** Why would they trust us?	**Onboarding and First Use** How can they feel successful?	**Sharing** Why would they invite others?
Actions What does the customer do? What information do they look for? What is their context?	Search for websites or app / Visit Websites or app / Refer all the plans	Increase loyalty / ask for feedback / publish customer reviews	Start Purchase of a plan / Product setup / Feature Callouts / Knowledge Base	If they want to quickly find what they saw / User can share the application using share option in the app / Brand Activation
Needs and Pains What does the customer want to achieve or avoid? *Tip: Reduce ambiguity, e.g. by using the first person narrator.*	click the URL of the website / Customer refer the plans by clicking the plans	refer the plans / be reachable to your potential customers / nurture relationship	sending greetings daily to the user helps the customer motivation / Mini Celebrations / Interactive walk-Through / Routine Check-ins	By giving ads in popular sites can bring the customer / Initially providing free access trials / Enough informations are gathered for making any decision
Touchpoint What part of the service do they interact with?	User friendly	View plans of the website / View all the options using required options / Customer verification	Physical Environment / Website / Offline Advertisment / Social media profile	Its is very efficient / Quick processing / Giving review pop ups with rewards
Customer Feeling What is the customer feeling? *Tip: Use the emoji app to express more emotions*	🐵	🐵	🐵	🐵
Backstage				
Opportunities What could we improve or introduce?	Increase/decrease a leading metric by improving X or	Increase/decrease a leading metric by improving X or	Increase/decrease a leading metric by improving X or	Increase/decrease a leading metric by improving X or
Process ownership Who is in the lead on this?	Benenta Alice Sanjana	Azhagu Anu	Fathima Amrina	Ishwarya Devi

What changes for them?

Outcome

Describe how the life and environment of the customer changes once they used the product or service.

What are they able to do now?

| Easy access for the application | Easy identification of species | They can understand the classified animal |

What can they finally avoid doing?

| Searching in internet | No need of external sources | All can be done in one app |

What changed in my environment?

| Easy identification | Happy people | Less stress |